



STOP RACISM NOW

Political Leaders Join Forces to Launch Anti-Racism Campaign

9 June, 2021: Her Excellency The Honourable Margaret Beazley AC QC today launched an anti-racism campaign – STOP RACISM NOW – to address growing prejudices in Australia.

Since COVID-19 hit Australian shores in March 2020 there has been a nearly 60% spike in reported racist incidents in Australia^[1]. Most of the reported incidents took place in New South Wales (37%), Victoria (32%), with Queensland recording the third highest (13%). The most common type of racism experienced (35%) was in the form of racial slurs / name calling.

Asian, Muslim, Indigenous, and Jewish cultures are known to bear the brunt of prejudices and racial slurs.

While previous anti-racism campaigns have primarily focussed on raising the awareness of racism and how it is harming our community. The STOP RACISM NOW campaign will offer practical solutions that allow the bystander to feel that they can help solve the problem – using language and media that is appropriate and involving.

The campaign is being driven by Moving Forward Together Association, a not-for-profit organisation committed to creating a better understanding amongst all sectors of the community for a vision of living in harmony.

Moving Forward Together Association President, Ernie Friedlander OAM, says the organisation aims to create a decent society that caters to all people regardless of colour, origin, culture, or religion.

“As an 85-year-old Holocaust survivor I have experienced the worst of racism, having had most of my family murdered in the Shoah. This experience has driven my passion to create a better future for younger generations.

“We want the STOP RACISM NOW campaign to not only raise awareness of racism and how it is harming our community, but to also provide practical solutions that will empower organisations and individuals to become Ambassadors. We will allow the bystander to feel that they can help solve the problem by answering the question: ‘*So what can I do?*’.

“This is where our campaign is different from any other anti-racism programs that have been run in Australia,” says Mr. Friedlander.



Moving Forward Together Association Inc
CELEBRATING AUSTRALIA'S DIVERSITY

An Initiative of the B'nai B'rith Alfred Dreyfus Anti-Defamation Unit

Widespread Support to STOP RACISM NOW

Today's launch of the STOP RACISM NOW campaign was attended by all sides of government with the Premier of NSW, the Hon. Gladys Berejiklian MP, and the Federal Shadow Minister for Families and Social Services, the Hon. Linda Burney MP, lending their support to overcoming prejudice, discrimination, and stereotyping in Australia.

"As a community, we must work together to fight discrimination in all its forms and it is encouraging to see the widespread support the STOP RACISM NOW campaign has attracted," says Ms. Berejiklian.

"This campaign will help build understanding and work with a wide range of youth and community organisations to reduce prejudice and conflict. We must be vigilant in ensuring racism does not rear its ugly head".

Aside from Government, the STOP RACISM NOW campaign has the support from major sporting codes, schools, and business leaders across all States and Territories. Each of these organisations is working with the Moving Forward Together Association to eradicate racism from their Clubs and organisations.

"We are not naïve to the fact that this is no simple task, but with the exceptional support that we have already garnered from the community we know we can change behaviour," says Mr. Friedlander.

Campaign Tools

The STOP RACISM NOW campaign will focus initial efforts on secondary and tertiary students. The campaign will:

- Deliver a powerful social media campaign targeting high school and university students.
- Share interactive videos that teach key strategies empowering the audience to stand up against racism.
- Execute a schools' program that includes Harmony Day Poster & Song Writing competitions, "The Without Prejudice – Towards a Harmonious Society" teacher's handbook, and community wide Harmony Walks.
- Work with major sporting organisations such as the AFL, NRL, and Cricket Australia to use role models from these organisations in the campaign and help disseminate our message.

The campaign website, www.stopracismnow.com.au, provides information on how to STOP RACISM NOW.

Mr. Friedlander adds: "We need to look beyond the narrow. We are all Australians. Let's move forward together and treat all people with respect and dignity, regardless of colour, race, religion, gender, or nationality".

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Moving Forward Together Association runs a series of community wide programs that establish a platform for communicating the positive benefits of harmony, humanity, unity and cooperation, and minimising parochialism. To learn more or to get involved, visit www.movingforwardtogether.org.au

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[1] [Asian Australian Alliance Report COVID-19 Racism Incident Preliminary Report](#)

NOTE FOR MEDIA

A toolkit of interviews and assets has been prepared for your use. The kit can be downloaded [here](#) and includes:

- A video message of support from the Hon. Gladys Berejiklian MP
- A video message of support from Eddie Jaku OAM
- The Asian Australian Alliance Preliminary Report
- STOP RACISM NOW Vision Statement
- Stills of the STOP RACISM NOW campaign's creative assets
- Videos of the STOP RACISM NOW campaign's creative assets
- STOP RACISM NOW logo
- Overlay footage highlighting the community work from Moving Forward Together Association

For further information or to organise an interview with Ernie Friedlander OAM, please contact:

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